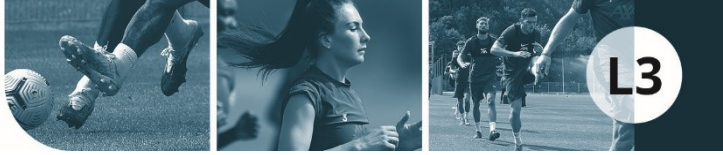


# BTEC Assignment Brief

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| **Qualification** | Pearson BTEC International Level 3 Qualifications in Sport |
| **Unit number and title** | **Unit 39: Enterprise and Entrepreneurs** |
| **Learning aims** | Learning Aim C: Examine the opportunities and constraints for enterprises and entrepreneurs<br>Learning Aim D: Examine the entrepreneurial skills required to launch an enterprise |
| **Assignment title** | Opportunities and constraints for enterprises and entrepreneurs |
| **Assessor** | |
| **Issue date** | |
| **Hand in deadline** | |

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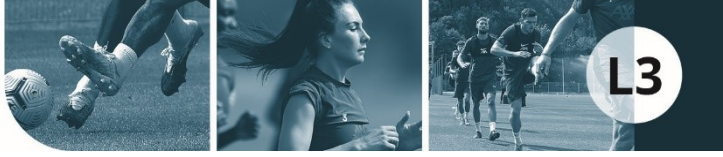
| **Vocational Scenario or Context** | Every year thousands of potential entrepreneurs investigate the setting up and running of their own enterprises. Now that you have explored the nature of enterprise and investigated the motivations of entrepreneurship you feel that the time is right to examine the opportunities and constraints for your own enterprise.<br><br>This assignment brief is designed to allow you to examine how an enterprise can raise finance and how entrepreneurs can find support for their ideas. As we have already seen, every enterprise has to consider carefully what products and services to provide and carry out market research to test out whether the idea has any chance of success. It must work out how it is going to raise the money to finance the whole operation as well as considering potential sources of support.<br><br>No enterprise exists in a vacuum. Competitive businesses need to respond to a variety of pressures both internal and external. A business will develop in response to the need for change. In order to do this it must regularly evaluate its position and look at its strengths and weaknesses, its potential opportunities and threats to its survival. |
| **Task 1** | You will need to research and evaluate a potential local enterprise opportunity and its viability. This will include the potential internal and external sources of finance available; what stakeholders could bring to the proposed enterprise and what other support may be available.<br><br>Your research should cover any Government support such as Enterprising libraries, Local Enterprise Partnerships (LEPs) and Enterprise Zones (EZs).<br>You will also need to research and assess competition in the market and what competitive advantages your enterprise might have as well as any external factors that might affect your enterprise. |

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| | Present you findings for a potential local enterprise opportunity, evaluating why it will be viable weighing up the opportunities and the challenges that could affect the start-up. |
| **Checklist of evidence required** | An individual written report |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| C.P5 | Investigate the sources of finance for a specific enterprise opportunity. |
| C.P6 | Investigate the support available for setting up a specific enterprise. |
| C.M3 | Assess the competition and external factors to be considered in setting up a specific enterprise. |
| C.D3 | Evaluate the opportunities and constraints faced in setting up a specific enterprise. |

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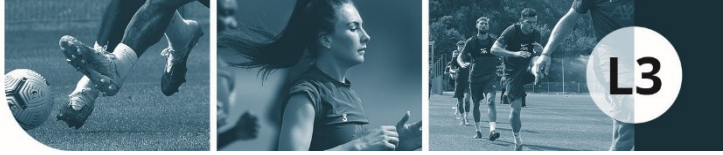
| **Task 2** | You have already established your idea and evaluated its viability. The skills of the entrepreneur are then what often make the difference between success and failure. However, unless an existing enterprise is being taken over it is better to start at the beginning and experience the various stages that must be encountered to gain a full appreciation of the rigour of establishing an enterprise from scratch.<br><br>Even after a short period of time, with investigation, study and market research, it is often the case that the original idea expands into something quite different.<br><br>You now need to justify your idea and evaluate the challenges it will face. To achieve this you will need to research and examine the entrepreneurial skills you will need for a successful launch.<br><br>Identify and explain the entrepreneurial skills needed to launch the enterprise and to run it on a regular basis. You will need to consider aspects such as finance, legal issues, marketing and production.<br><br>Finally, to develop your enterprise, you will also need to assess the importance of understanding the opportunities and challenges for your enterprise idea by considering its viability, risks and barriers. This should include a vision of what your enterprise will be as well as some information about target market and competition, branding and ways to protect your idea. |
| **Checklist of evidence required** | An individual written report |

| **Criteria covered by this task:** | |
|---|---|
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| D.P7 | Explain the skills needed to run an enterprise. |
| D.P8 | Outline why an entrepreneur should consider the viability of an idea. |

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| D.M4 | Assess the importance of understanding the opportunities and challenges for enterprise ideas. |
| D.D4 | Justify why an enterprise venture will be successful, evaluating the challenges it will face. |

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| **Sources of information to support you with this Assignment** | Websites<br><br>Tutor2U provides case studies and free online resources for learners and assessors.<br><br>www.psychometrictest.org.uk/entrepreneur-test<br><br>One example of a simple online entrepreneurial test<br><br>www.mindtools.com/CommSkll/WritingSkills.htm<br><br>Tips on how to develop good communication skills. |
| **Other assessment materials attached to this Assignment Brief** | *eg, work sheets, risk assessments, case study* |